

Conversion *Booster*

THE GUIDE FOR SELF-AUDITING YOUR OPT-IN
OFFER AND IMPROVING CONVERSIONS QUICKLY



Introduction

The success of your Facebook ads depends on a number of factors and in this guide you'll learn what to look for to self-audit your offer performance and optimise your conversion rate for list building.

Sometimes when we're not seeing enough people joining our list we start to worry if our 'thing' isn't appealing enough and before we know it we're spending hours creating a new opt-in offer.

Stop!

Before you run off to create more and more things, take a few minutes to evaluate your current offer because there might be a simpler explanation for the low sign ups.

On the next pages you'll learn how to:

- Self audit your offer and evaluate the numbers that will help you to;
- Make changes that will improve your conversion rates
- The 3 strategies that will instantly improve your conversion

Let's dive in 

Self Audit

This self-audit will help you evaluate what is working in terms of your opt-in offer and what isn't.

Step 1

The first step is to look at your traffic.

How many people have been to your landing page vs how many people signed up?

If you're unsure, this is where you want to start. You can install google analytics for your website or pages to track how many people have visited your page.

If you use specific landing page software, like I do, it will tell you how many people have visited the page and if you look at your email marketing software you can work out how many people signed up.

Some 'experts' say that a 20% conversion rate is good, but I'd like to see it at 40% or higher. Which means that out of 100 people that visit your page, you want 40 of them to sign up to your list.

If you've only had a low amount of people visit your page but have reached a 40% conversion rate, you need to start sending more people to your page in order to get more sign ups.

Self Audit

Step 2

The next step is to look at your infrastructure.

If your conversion rate is not above 40%, go through the process yourself on both a desktop computer and mobile.

Evaluate whether the process is easy or are you making it hard for people to sign up?

- Look at whether it's clear what people are getting when they sign up.
- Look at whether you're asking for too much information when people sign up. In this instance less is more, so try to ask for only a name and email address.
- Look at whether it's clear what action you want people to take.
- Look at whether it's obvious for people where to click. Do you have a button that stands out and is easy to find?
- look at whether the page loads fast or if it takes too long.

Put yourself in your audiences' shoes and evaluate it from their perspective. If there are technical glitches or things are unclear on your page, rectify them and then send some traffic to it again so you can test if your conversion rate has improved.

Self Audit

Step 3

The last step is to look at your offer.

If your conversion rate hasn't improved after you've made tweaks to your page, it's time to look at your offer.

The first step would be to find some people in your audience and ask them to give you feedback on your offer.

Find out if it's what they want and if it's helping them.

With your newfound information you'll want to make tweaks to your offer, but more importantly you want to be 'using your audience's words' to improve your opt-in page.

More often than not it's our copy that lets our offer down, so you'll want to make sure that you speak to your audience's needs with the same words they would use to describe their problems and challenges.

Make your changes and send more traffic to your page to test if your conversion rate has improved.

Keep tweaking and testing until you reach the desired opt-in conversion rate of 40% or higher.

Improve Conversion Rates

After your self audit, it's important to make changes and test if your changes have made a difference.

The trick is to only change one variable at a time.

For example, you might want to change the copy of your headline on your opt-in page and you also want to change the copy on the sign up button.

Make only one of these changes and test your page.

If you change too many variables at once, you won't be able to tell what made a difference.

Here are some of the things you might want to change and test on your opt-in page (one at a time):

- Headline copy
- Body copy
- Button copy
- Button colour
- Image



SIGN UP

DOWNLOAD NOW

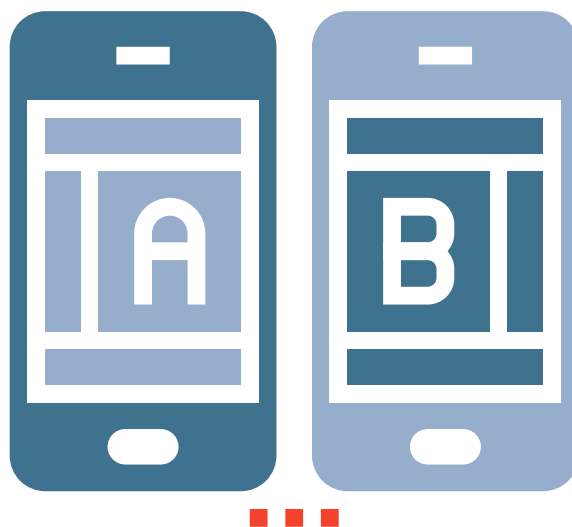
Improve Conversion Rates

There is a way to speed up your testing, which is called A/B testing or split testing.

This means that you send traffic to 2 pages at the same time and each of these pages are slightly different.

- Page A is your 'control'. It's the page you start off with.
- Page B is the page that has a change that you want to test.

Give it a go if you want to test your page faster.



3 Strategies

There are a number of strategies that will instantly transform your conversion results.

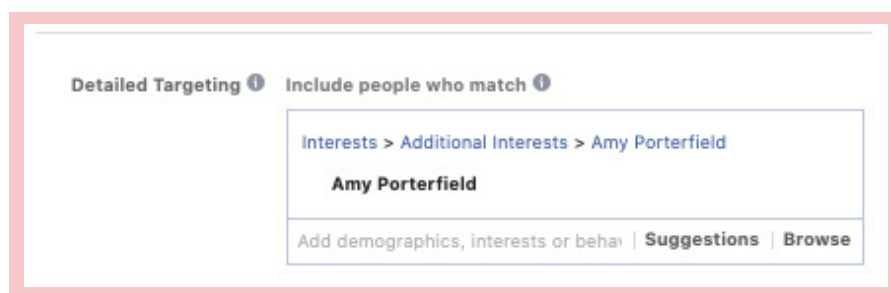
1. Targeting

The first and most important strategy to improve conversion rates is to get very specific with your targeting.

Making sure that your offer is seen by those who would need it most and are most likely to become your clients.

Targeting your offer to the right audience means that you need to know your ideal audience intimately. This is marketing 101 but it's so incredibly important for both list building and Facebook advertising.

Knowing your audience well makes it easier to find and set up the right targeting options inside your Facebook ads manager.



3 Strategies

2. Create for the placement

With Facebook ads you can choose where you want your ad shown. Facebook calls this 'placement'. One of the placements is the Facebook desktop newsfeed. Another placement is your Instagram newsfeed. Another placement is Instagram stories and there are a number of other options.

You're probably aware that each of these options has a different layout and size of image.

For Facebook the images can be in landscape format, although we're seeing more square images because many people scroll their newsfeed on a mobile.

Instagram is square and Instagram stories/reels are portrait.

It's important to create your Facebook ads creative for the placement you intend to show it on.

If you're thinking of running Instagram ads, you should create images that are square. If you're thinking of running stories/reels ads, you should create them in a portrait format.

Create the images in the right size for the placement you intend to use them and set them up separately rather than choosing Facebook's default option of 'all placements'.

3 Strategies

3. Consistency

Facebook LOVES consistency.

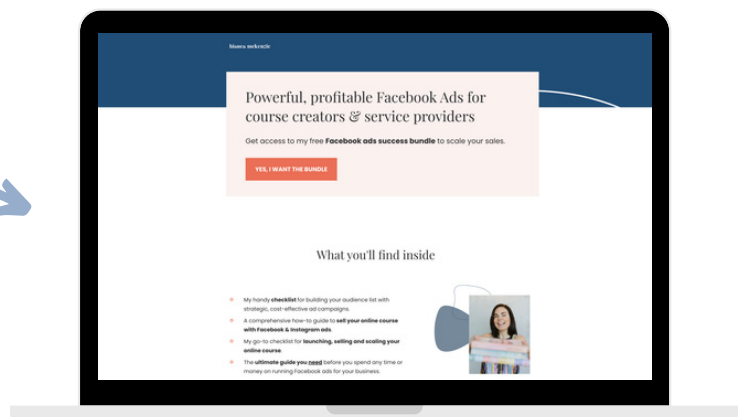
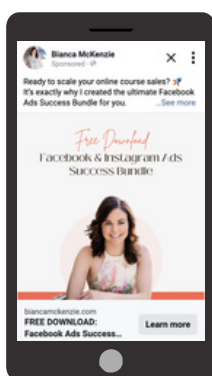
When creating your ads, make sure that there is consistency between your ads and your opt-in page.

Try to use a similar image on your ad as you are using on your opt-in page.

Try to use the same or similar copy in your ads as that on your opt-in page.

The idea behind this is that people recognise your opt-in page as soon as they click on the ad, because it looks similar.

Facebook loves this because it shows that you're not misleading your target audience. Keep it consistent.



What next?

I'm Bianca McKenzie and I love leads.

Facebook & Instagram ads for course creators and service providers are my specialty and here's how I serve them up so that you get to grow your business.

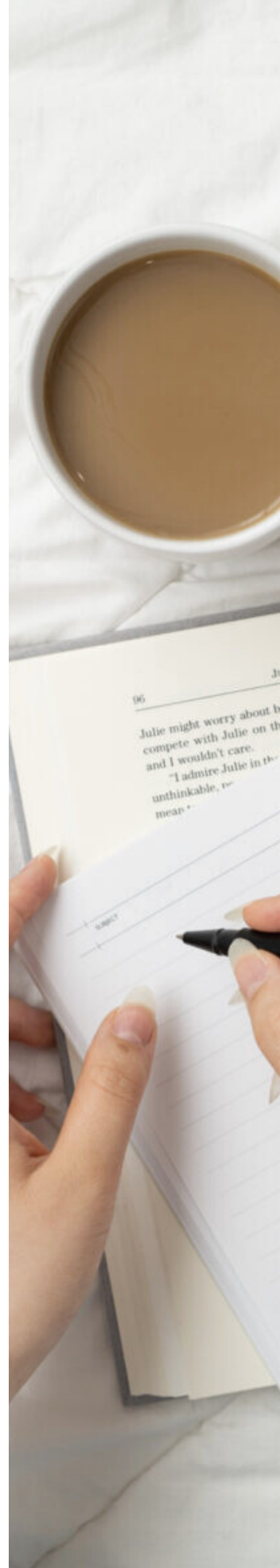
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If you're looking to grow your business and are ready for more leads, I'd love to partner with you. Let's connect on a free planning call to determine the next step.

Bianca McKenzie is a certified Facebook & Instagram Advertising Specialist located on the beautiful North West coast of Tasmania. With a passion for course creators and service based businesses, we're here to increase your leads so that you can grow your business. With over two decades of marketing experience, 9 years of being in the Facebook advertising trenches and an Elite Ad Manager Certification in the bag I'm here to help you help more people.



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